

MARKETING PEAK DISTRICT & DERBYSHIRE

News release

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ANNUAL VALUE OF PEAK TOURISM TOPS £2 BILLION

Tourism's annual economic value to the Peak District and Derbyshire has broken the £2 billion barrier.

New research* reveals that its financial contribution continued on an upward curve in 2016, bringing in 39.9 million visitors. Tourism also now supports almost 28,000 full-time equivalent jobs – an average annual increase of 1.5 per cent since 2006.

The good news was revealed by Councillor Barry Lewis, Leader, Derbyshire County Council, at official tourist board Marketing Peak District & Derbyshire's Annual Tourism Conference & Exhibition at the Pavilion Gardens, Buxton today (Thursday October 19).

From 2006 to 2016, tourism's economic value to the area increased by more than a third, or by an average of three per cent year on year.

Over the same period, the number of visitors staying in hotels and B&Bs rose by more than 18 per cent, while overall spending by both staying and day visitors rose by 34 per cent.

"This solid, steady progress is great news for the local and regional economy, and for everyone who lives and works in the Peak District and Derbyshire," said Councillor Lewis.

"It's vital that both public and private sectors continue to work together to maximise the number of visitors, investment and high quality jobs that tourism can generate.

"We now need to maintain that strong forward momentum, and will be channelling more resources into helping tourism businesses develop, as well as supporting the food and drink and cultural and arts sectors."

Jo Dilley, Managing Director, Marketing Peak District & Derbyshire, added: "We're delighted that the area is performing so well and showing sustained growth over a ten-year period in an increasingly competitive global tourism market.

"This augurs well for the future and our long-term plans to develop both the domestic and overseas strands of our marketing activity."

Keynote speaker was Ben Foster, Managing Director of Sheffield-based The SEO Works, who delivered a masterclass in digital strategies aimed at maximising businesses' online performance.

Other speakers included Sarah Fowler, Chief Executive of the Peak District National Park Authority, who outlined the Peak District National Park Management Plan and Esther Pearson, Director of the South West Coast Path Association, who shared the successes and learning experiences of the South West Coastal Path Pilot Project, part of VisitEngland's Discover England Fund Year 1 bid.

Andrew Keeling, Director, Hotel Solutions – who completed a major study of hotel and visitor accommodation development potential for the D2N2 Local Enterprise Partnership in 2016 – highlighted its key findings for the Peak District and Derbyshire.

His analysis flagged up scope for action to develop glamping, pub and cyclist-friendly accommodation, as well as a longer-term strategy in Derby and the need for ongoing upgrading, expansion and innovation to improve the area's appeal to staying visitors.

Ends.

For further details, please contact Janette Sykes, PR Manager, Marketing Peak District & Derbyshire, on 07792 or at janette.sykes@marketingpdd.com.

Note to Editors

An accompanying high-resolution image is attached. Caption: Speaking up for tourism at Marketing Peak District & Derbyshire's Annual Conference and Exhibition were: (back row, left to right) Ben Foster, The SEO Works; Paul Roden, Chairman, Marketing Peak District & Derbyshire; Andrew Keeling, Hotel Solutions; Councillor Barry Lewis, Leader, Derbyshire County Council and Sarah Fowler, Chief Executive, Peak District National Park Authority; (front row, left to right): Esther Pearson, Director, South West Coast Path Association and Jo Dilley, Managing Director, Marketing Peak District & Derbyshire.

*The research was compiled by Global Tourism Solutions (UK) Ltd, using the STEAM (Scarborough Tourism Economic Activity Monitor) model used by the tourism industry to measure annual economic performance. It includes Derbyshire and the city of Derby.

Marketing Peak District & Derbyshire's mission is to develop and grow a successful and sustainable tourism economy, working closely with a wide range of partners to make the Peak District and Derbyshire the destination of choice – regionally, nationally and globally.

Funding for the conference is part of an approved business support programme receiving up to £1.49 million of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, European Regional Development Fund funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local

community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>



European Union
European Regional
Development Fund

For more information about VisitEngland's Discover England Fund, visit:
<https://www.visitbritain.org/discover-england-fund>.

For further details about The SEO Works, visit <https://www.seoworks.co.uk/>

For more information about Hotel Solutions, visit <http://www.hotelsolutions.org.uk/>.